

## IN THE CLAIMS

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please ADD new claims 25 in accordance with the following:

1. (PREVIOUSLY PRESENTED) A product information notification method comprising:

storing, in an additional information database, additional information for individual product information and additional information display parameters to display the additional information for a user, in association with individual product information of a product information database;

presenting basic information for the individual product to a user, from the product information database;

acquiring profile information of the user receiving the basic information for the individual product;

selecting, from the additional information database, additional information that meets, based upon the acquired user profile information, a stored additional information display parameter of the additional information; and

presenting to the user the selected additional information together with the basic information of the individual product.

2. (PREVIOUSLY PRESENTED) A product information notification system comprising:

additional information management means for storing, in an additional information database, additional information for individual product information and additional information display parameters to display the additional information for a user, in association with individual product information of a product information database;

product information presentation means for presenting basic information for the individual product to a user, from the product information database;

profile information acquisition means for acquiring profile information of the user receiving basic information for the individual product;

selecting, from the additional information database, additional information that meets, based upon the acquired user profile information, a stored additional information display parameter of the additional information; and

additional information presentation means for presenting to said user the selected additional information together with the presented basic information of the individual product.

3. (ORIGINAL) The product information notification system according to claim 2, wherein said profile information acquisition means conducts wireless communication with a user terminal storing that user's profile information to acquire said user's profile information.

4. (PREVIOUSLY PRESENTED) The product information notification system according to claim 2, wherein said profile information acquisition means conducts wireless communication with a user terminal storing that user's identification information, and acquires the user profile information corresponding to said user identification information from a profile database storing user profile information.

5. (PREVIOUSLY PRESENTED) A product information notification system according to claim 2, wherein said product information presentation means and additional information presentation means display, respectively, the basic product information and the additional information in a vicinity of the basic product information.

6. (ORIGINAL) A product information notification system according to claim 3, wherein said product information presentation means and additional information presentation means respectively include product information transmission means transmitting information to be displayed by product information display means and additional information display means provided on said user terminal.

7. (PREVIOUSLY PRESENTED) The product information notification system according to claim 2, wherein a product information management server comprises a WWW server that manages said product information database, the product information presentation means and the additional information presentation means, and presents the basic and additional

information to a user terminal having a WWW browser.

8. (PREVIOUSLY PRESENTED) The product information notification system according to claim 7, wherein said profile information acquisition means acquires the user profile information from said user's terminal over the Internet.

9. (PREVIOUSLY PRESENTED) The product information notification system according to claim 7, wherein said profile information acquisition means acquires the user's identification information from said user's terminal over the Internet, and acquires the user profile information corresponding to said user's identification information from a profile database storing user profile information.

10. (ORIGINAL) The product information notification system according to claim 9, wherein said product information management server manages said profile database.

11. (ORIGINAL) The product information notification system according to claim 9, wherein a customer management server interconnected with said product information server manages said profile database.

12. (PREVIOUSLY PRESENTED) A product information notification system according to claim 7, wherein said product information management server further manages said additional information database and said display parameters processing means.

13. (ORIGINAL) The product information notification system according to claim 7, wherein an additional information management server interconnected with said product management server manages said additional information database and includes said display parameters processing means.

14. (PREVIOUSLY PRESENTED) The product information notification system according to claim 7, wherein said product information presentation means and said additional information presentation means comprise a terminal linkage unit operating on the WWW browser on said user terminal.

15. (PREVIOUSLY PRESENTED) The product information notification system according to claim 14, wherein said terminal linkage unit is a Java applet displaying the additional information.

16. (PREVIOUSLY PRESENTED) The product information notification system according to claim 14, wherein said terminal linkage unit is a Java applet displaying comments and accepting input comments from said user terminal as other additional information regarding the products provides to the user.

17. (PREVIOUSLY PRESENTED) The product information notification system according to claim 16, further comprising a comment database managing the accepted comments by said terminal linkage unit.

18. (ORIGINAL) The product information notification system according to claim 14, wherein said terminal linkage unit is a chat linkage unit accepting chat by said user terminal.

19. (ORIGINAL) The product information notification system according to claim 18, further comprising a chat channel management unit managing chat contents accepted by said chat linkage unit.

20. (ORIGINAL) The product information notification system according to claim 14, wherein said terminal linkage unit is an order acceptance linkage unit accepting product orders from said user terminal.

21. (ORIGINAL) The product information notification system according to claim 20, further comprising an order procedure unit conducting order procedures based on a product order accepted by said order acceptance unit.

22. (PREVIOUSLY PRESENTED) A computer readable recording medium on which is recorded a program controlling a product information notification system according to a process comprising:

storing, in an additional information database, additional information for individual product information and additional information display parameters to display the additional

information for a user, in association with individual product information of a product information database;

presenting basic information for the individual product to a user, from the product information database;

acquiring profile information of the user receiving the basic information for the individual product;

selecting, from the additional information database, additional information that meets, based upon the acquired user profile information, a stored additional information display parameter of the additional information; and

presenting to the user the selected additional information together with the basic information of the individual product.

23. (PREVIOUSLY PRESENTED) An electronic product notification system in network communication with user terminals, the system comprising:

a programmed computer processor controlling the system according to a process comprising:

storing, in an additional information database, additional information for individual product information and additional information display parameters to display the additional information for a user, in association with individual product information of a product information database,

displaying the basic information of the product to a user via the network, from the product information database,

acquiring a profile of the user via the network, and

selecting, from the additional information database, additional information that meets, based upon the acquired user profile information, a stored additional information display parameter of the additional information, and

presenting to the user the selected additional information together with the basic information of the individual product.

24. (PREVIOUSLY PRESENTED) The product information notification method according to claim 1,

wherein the additional information display parameters comprise one or more of age, occupation, or user sex, and

wherein the additional information is recommendation information.

25. (NEW) A method of notifying a user terminal of product information, comprising:  
providing a product information database to store individual product information;  
storing in an additional information database in association with the individual product information of the product information database, dynamically changing additional information for the individual product information and additional information display parameters to display the dynamically changing additional information for the user terminal;  
presenting the individual product information to the user terminal, from the product information database;  
acquiring profile information of the user receiving the individual product information;  
selecting, from the additional information database, additional information that meets, based upon the acquired user profile, a stored additional information display parameter of the additional information; and  
presenting to the user terminal the selected additional information together with the individual product information.